

**JOU 4201 NEWS CENTER PRACTICUM Section 1C11 Class #22667**

**TV ANCHORING (various roles) FALL 2023 SYLLABUS**

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**TV NEWSCAST TALENT & TRAINEE ROLES:**

- **5PM NEWS ANCHORS**
- **5PM SPORTS ANCHORS**
- **5PM WEATHER ANCHORS**
- **5PM ASSISTANT PRODUCERS/OTHER**

**FACULTY INSTRUCTOR OF RECORD:**

- **Mark Leeps** (office hours: MWF 1-2p, Weimer 1013)

**FACULTY/STAFF you may meet in the INC (Innovation News Center):**

- **Mark Leeps** (Faculty TV News Specialist), faculty office room 1013
- **Kalisha Whitman** (TV News Specialist), INC office
- **Alicia Coleman** (TV News Specialist), INC office
- **Ken Pemberton** (TV Production Manager), INC office
- **Andre Sanders** (TV Production Specialist), INC
- **Harrison Hove** (Interim INC Director), INC office
- **Ryan Vasquez** (Radio News Specialist), INC office
- **Mike Loizzo** (Radio News Specialist), station office
- **Ethan Magoc** (Digital Specialist and Managing Editor), INC office
- **Kristin Moorehead** (Digital Specialist), INC
- **Herb Lowe** (Faculty Print/Digital/Multimedia Specialist) faculty office
- **Steve Russell** (Sports Pro), INC office
- **Eric Esterline** (Sports Faculty), INC office
- **Seth Harp** (WRUF/ESPN Radio), near INC
- **Geoff Thompson** (Sports Faculty), INC office
- **Roxane Coche** (Sports Faculty), interim chair MPMT
- **Jeff George** (Weather Pro), station office, FPREN
- **Megan Borowski** (Weather Pro), FPREN
- **Dania Alexandrino** (Noticias Specialist), INC office
- **Maria Fernanda Camacho Prieto** (Noticias Specialist), INC
- **Lillian Guevara-Castro** (Noticias Specialist), INC
- **Robert Dodge** (adjunct faculty, Photojournalism Specialist)
- **Daron Dean** (adjunct faculty, Photojournalism Specialist)
- **Steve Kippert** (equipment room manager), G020

## **The Basics**

Prerequisite: selection by INC News Managers

Hours: varies as assigned

Expectations: reps are limited so we expect students to treat this like a pro job... attendance is mandatory, all aspects are important, on-air suspensions are possible (check INC policies at [wuft.org/newsroom](http://wuft.org/newsroom))

Fall 2023 5pm WUFT-TV News Production Calendar:

08/23 through 09/01 – various training

09/05 – first show

12/06 – last required show

12/07 & 12/08 – (volunteer) opportunity shows

Note: there will be no shows on UF Holidays 10/06, 11/10, 11/22-11/24

## **Inclusion & Diversity**

### **CJC JOU Policy:**

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

### **Statement from Instructors:**

The craft of journalism strives to be objective. However, much of the gathering of information for reporting purposes could be from subjective sources that are historically built on a subset of privileged voices. Furthermore, we often find ourselves relying on information about historically important events that were mostly framed through the perspectives of a segment of our society. We acknowledge it is possible there may be both overt and covert biases in the course's material due to the lens and/or period of time in which it was written. Please contact me with feedback if you have any suggestions to improve the quality of the course materials.

The newsroom has many policies for dress and behavior, as does WUFT-TV, but in the classroom we support a diversity of thoughts, perspectives and experiences, and would like to honor your identities (including race, gender, class, sexuality, religion, ability, etc.). To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official records, please let us know.
- If something is said in class (by anyone) that makes you feel uncomfortable, please talk to us about it.
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with either Mark or Kalisha. We want to be a resource for you. Or you might prefer to talk to our INC interim director Harrison Hove or longtime news manager Ryan Vasquez.
- The PATH office also has an excellent staff of academic advisors, and active connections to the Dean of Students and the U Matter We Care program.
- Or if you prefer to speak with someone outside of the course, Joanna Hernandez, CJC Director of Inclusion and Diversity, is an excellent resource.

## **Main Duties by Role**

### **5PM NEWS CO-ANCHOR/REPORTER**

1. **You will come in every week to report on your shift**, which could be either 2p-6p or 12noon-6p or 10am-6p with variable credit  
If it's your week to anchor you should attend the 2:30pm meeting whenever possible
2. In pairs, you will rotate anchoring week to week
3. When you are not anchoring you should push to showcase your reporting contributions, preferably in a field live shot to get that experience for your reel  
you will be trained on LiveU operations and should expect to rotate the duty of operating the live camera and LiveU unit along with the other members of your anchor team
4. After your first two performances, you must schedule a talent review session with Mark or another News Manager (the form will be available, you must turn it into Mark in a timely fashion for grading purposes). After your next two performances you must have them formally reviewed too. Failure to take part on a timely basis will reduce your grade one grade level. There will be an email reminder about the deadlines to turn the form into Mark.

### **5PM SPORTS ANCHOR/PRODUCER/REPORTER**

1. **Co-producer for sports segment in 5pm show every week**  
shifts run 10a-6p minimum, all-day welcome; extra work to arrange
2. Anchor for sports segment in 5pm show every 2<sup>nd</sup> or 3<sup>rd</sup> week  
anchor must attend the 2:30 pm meeting, performance reviews due as described above
3. Report as assigned each week  
you will be expected to cover games, often for your own show, **requires weekly effort including nights/wknds**

### **5PM WEATHER ANCHOR/PRODUCER/REPORTER**

1. **All duties assigned by weather department**

### **5PM NEWSCAST ASSISTANT PRODUCER**

#### **TV NEWS – OTHER TRAINING ROLES**

1. AP's will shadow & assist 5pm newscast producer every week  
as available, one day per week (often will sub as producer before end of term)
2. Other roles TBA/TBD  
as available, normally one day per week in the INC

## **Sanctions: Grading Deductions & On-Air Suspensions**

Because this is an immersive experience on real stations, we expect you to treat course participation like a real job, and **any unprofessional behavior could result in a suspension**...from gear, from on-air work, from any INC work (at the discretion of the news managers), and these normally start at 1 week and double or triple in length if imposed a second or third time in a given term. In the end, you will also lose an overall grade level for each suspension. Over the years, the most common mistakes leading to suspensions have been: violation of the loading zone policy, violation of the gear policy, violation of the INC dress code, unexcused absence from a shift or leaving shifts early without permission, failing to perform reporting work in addition to anchoring, other policy violations which interfere with professional workplace operations, criminal accusations which reflect poorly on any business associated with that person.

## **UF Honor Code**

UF students are bound by "The Orange Book" which explains the code of conduct for all students. It is online at <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/> You should be familiar with all aspects: the pledge to do your own work with nothing unauthorized given or received, the system UF uses for handling academic misconduct, and your responsibility as a student to report any condition that facilitates academic misconduct.

## **Accommodations**

Students with disabilities requesting accommodations should first **register with the Disability Resource Center** (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Reporters typically handle 20-30 pounds of gear in all sorts of weather conditions; students with physical limitations or ongoing medical conditions should seek accommodation from the instructor as needed.

## **Campus Resources**

**Please be aware of UF's Health & Wellness resources for students:**

U Matter, We Care: if you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352-392-1575 so that a team member can reach out to the student

Counseling & Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx> 352-392-1575

First Responders: University Police Department 352-392-1111 or 911 for emergencies <http://www.police.ufl.edu/> & SARS (Sexual Assault Recovery Services) at the Student Health Care Center 352-392-1161

## Cost Considerations

There may be an equipment fee for this course, as most roles add wear and tear on station/INC equipment, and some roles impact field gear.

## Feedback & Evaluations

Like most individual work or independent study, this is not a Canvas course. Please contact me in person or by email ([mleeps@wuft.org](mailto:mleeps@wuft.org)) for any questions you have. Students may be expected to provide professional and respectful feedback on the quality of the instruction in this course by completing course evaluations online via GatorEvals.

## CJC/DMP/INC Policies

It is your responsibility to learn and comply with all INC policies posted online at [wuft.org/newsroom](http://wuft.org/newsroom).

There are specific rules in the Dress Code but the bottom line is **you will not be treated as a professional if you do not look business-like**. You may be sent home to change...and/or given a suspension.

The G020 Loading Zone Student Policy emphasizes that any access to the Weimer Service Drive is only for stopping to load/unload heavy/bulky gear and stops are limited to 10 minutes. **Follow instructions closely, you are personally responsible for any tickets you get.**

The CJC/DMP/INC Equipment Policy emphasizes that **gear checkout is for official course or INC business only**.

Our Computer Policy emphasizes that **all the computers in the INC are for official station business (including select courses) only**. Many are reserved for people in specific roles at certain times of day.

We **embrace the RTDNA Code of Ethics** and the similar SPJ Code of Ethics, and you should read/follow the NPR ethics guidance as well. All are available online.

The **food & drink policy for the INC is that no eating or drinking is allowed outside the break room**, nothing except for bottled water...but be careful not to spill onto computers or gear.

**If you are becoming so sick as to miss a shift, let us know the night before by email**; please tell me in advance if you need a sub for travel or other reasons...we often have a pool of air-cleared approved substitutes.

## **Grading Policies**

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

and <http://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## **Grading Scale**

The grading scale for all students in this section of RTV4930 is as follows:

A	95-100
A-	92-94
B+	89-91
B	86-88
B-	83-85
C+	80-82
C	77-79
C-	74-76
D+	71-73
D	60-70
D-	50-59
E	0-49

## **Grading Components by Role**

### **5PM NEWS ANCHOR/REPORTER**

#### **20% - weekly attendance**

Attendance is mandatory *every week*. If sick on your day, let us know and stay out, but bring in a doctor's note to avoid it being unexcused. If you need to miss for another reason, let Mark know in advance and he'll decide if it can be excused. This starts as 200 points and drops 20 for each unexcused absence.

#### **20% - two formal performance critiques with a tv news manager**

These are due after your first two anchor reps and after your next two anchor reps. You can continue this pattern for extra credit but only the first two are graded. This starts as 200 points and drops 20 for each one missing, or drops 10 for each one completed on time but turned in late (you'll get an email about the deadline).

#### **30% - overall anchoring performance**

Looking at performance skills and ability to take coaching and work with others. 300 points max, end of semester evaluation.

#### **30% - overall reporting contributions**

300 points max, end of semester evaluation.

## 5PM SPORTS ANCHOR/PRODUCER/REPORTER

### **20% - weekly attendance**

Attendance is mandatory *every week*. If sick on your day, let Mark & Steve know and stay out, but bring in a doctor's note to avoid it being unexcused. If you need to miss for another reason, let Mark know in advance and he'll decide if it can be excused. This starts as 200 points and drops 20 for each unexcused absence.

### **20% - two formal performance critiques with a sports pro**

These are due after your first two anchor reps and after your next two anchor reps. You can continue this pattern for extra credit but only the first two are graded. This starts as 200 points and drops 20 for each one missing, or drops 10 for each one completed on time but turned in late (you'll get an email about the deadline).

### **20% - overall anchoring performance**

Looking at performance skills and ability to take coaching and work with others.  
200 points max, end of semester evaluation.

### **20% - overall producer & co-producer work**

You are required to consult with Steve Russell each morning on story selection and producing treatments, we'll assess how good you become at this aspect both in terms of creativity and correct formatting in ENPS. 200 points max, end of semester evaluation.

### **20% - reporting**

200 points max, end of semester evaluation.

## 5PM WEATHER ANCHOR/PRODUCER/REPORTER

### **If working for course credit, you'll be graded similar to the news anchors**

Please read that section: but note for weather it will be 20% weekly attendance, 40% from doing the MIT talent review system and whatever grade our pros provide, and 20% from Mark's assessment of your work and performance

### **If working as a station volunteer or station hire there are no grades**

But you will have to follow all the newsroom rules and have to fully participate with our weather pros in terms of learning skills, coaching and development, and getting feedback

## 5PM NEWS ASSISTANT PRODUCER or OTHER TRAINING ROLE

### **80% - AP work (or other)**

You should be shadowing and learning the ropes as a producer but also helping out in whatever way possible.

800 points max, end of semester evaluation.

### **20% - weekly attendance**

Attendance is mandatory *every week*. If sick on your day, let us know and stay out, but bring in a doctor's note to avoid it being unexcused. If you need to miss for another reason, let Mark know in advance and he'll decide if it can be excused. This starts as 200 points and drops 20 for each unexcused absence.

### **ALL ROLES: EXTRA CREDIT (if desired)**

Extra credit can be earned by arranging to do extra work during Reading Week.  
When needed/wanted to improve an overall grade, Mark can arrange this case-by-case.



## TV Newsroom Basics

- All reporting work is done for potential broadcast on WUFT-TV (or perhaps WRUF-TV or an online outlet), but you should **make no promises** to the public about if or when certain stories will air.
- We **never** give copies of our video material (raw, edited, or airchecks) to anyone, but can take requests from the public to post a particular story on our web site. **Be careful about posting any clips to YouTube** or otherwise providing free redistribution of copyright material.
- All the camcorder packages we have are expensive. The cheapest costs about \$4000, a few cost about \$8,000. **Treat all gear with care, you are responsible—for any reason other than normal professional handling wear & tear—if it is not returned in similar condition as when you checked it out.** You are required to sign a gear liability acknowledgement at the start of the semester and to sign a daily checkout form for the specific gear you're taking every time you use college gear.
- **All our equipment is for newsroom business only.** That includes all computers and their accessories. Treat everything with care, and do not abuse the privilege of using them. Do not ever download any software onto the station's computers.
- To help secure our gear and help keep our workplace secure, **do not let strangers into the newsroom and do not prop the doors open after normal business hours.** Report any unusual activity to managers and report any suspicious activity to managers or police.
- **Keep backups.** The material on all of our workstations gets routinely deleted at the end of each term...and failures could happen at any time. Protect your best work material by regularly saving it to a portable hard drive and/or cloud storage.
- In addition to INC News Managers, other station staffers may provide feedback at any time. All **criticism from pro staff is meant to be professional, not personal**...please learn to accept it and learn from it.
- We have outside partnerships ongoing with NBC NewsChannel Florida and sometimes others. **Don't assume material we generate can be shared or posted anywhere; always check with a news manager first.**

## Important notes about wrapping up the course

- Editing computers may have their memory cleaned weekly, so make sure you are saving as you go and before the end of Finals Week make sure you have a digital copy of *everything* dear to you (don't depend on being able to find anything later in the machines, or in local network storage).
- Your swipe access to the INC that comes with registration in this class will expire at the end of the term.